

SEP 11 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 8, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	DISPLAY: "ARCHITECTURE WITH FABRIC" 13 different "problem" windows, treated in a corrective manner to make them attractive by widening, lengthening, narrowing, or whatever is required. Decorators, Press, and Public invited. Publ.: Sue Raices, CH. 4-2000.	R.H. MACY & CO., INC.	DRAPERY DEPARTMENT 7TH FLOOR
Now Going On	FREE SEWING SESSIONS Sewing sessions at which the tailoring of suits, coats, skirts, slacks, and dresses will be given by Lucille Rivers, McCall's stylist. All invited to attend, free. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALL'S	EAST BUILDING 7TH FLOOR
Just Published	"THE ROLE OF KIDSKIN IN CURRENT SHOE STYLES" Prepared by Estelle Hamburger under the direction of June Hamilton Rhodes, counsel for the National Tanners Kid Group, this brochure discusses kid leather from a style angle explaining its importance from every point of view. This is one of a series of promotions undertaken by the Kid Group to establish its place as a high style fashion leather for women's shoes. Contact: Tanner's Council, BE. 3-0494.	THE KID GROUP OF THE NAT'L TANNERS COUNCIL	100 GOLD STREET NEW YORK
Now Going On	ATTRACTIONS FOR THE YOUNGER SET The Little Theatre open week days and Saturdays where parents can deposit children while they shop in the store. A Pepsi-Bar for Jr. deb girls to consult over dresses, dates, and dilemmas. Publ.: Sue Raices, CH. 4-2000.	R.H. MACY & CO., INC.	4TH AND 5TH FLOORS
Now On Newsstands	ARTICLE: "HOME GROWN CHINCHILLAS" Interesting article on chinchilla ranches in California, a new "home grown" industry calculated to bring that rare fur within more women's buying range. Publicity: Jean West, Click Magazine, 551 Fifth Avenue.	CLICK MAGAZINE SEPTEMBER ISSUE	PAGES 30-33
Just Published Friday Sept. 8	BOOK: "IT'S FUN TO MAKE A HAT" The secrets of millinery design expressed in a gay, light-hearted manner, in a paper or cloth covered book, written and illustrated by Helene Garnell. A concentrated course in home millinery, enabling women to make hats at home or professionally. Instructions for re-making, re-blocking, and re-trimming; how to make flower and feathered trimmings and where to buy hat materials. Publicity: Richard Plant, AS. 4-2050.	HELENE GARNELL & LIVERIGHT PUBL. CO.	ALL BOOKSTORES
Friday Sept. 8 11:00 A.M.	TALK ON MAKING COATS Mary Madison, fashion director of Bamberger's will give constructive sewing and fabric advice to women who make their own fall and winter coats. The following Fri., Sept. 15th at 11 A.M. she will talk about "The Basic Dress". Press and public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	FABRIC DEPARTMENT 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 8 4:15 P.M.	PRESS RADIO PREVIEW To celebrate the opening of its new outlet at Gimbel's, "Calling All Girls" will preview its Teen-Ageradio program already sponsored by 77 leading stores from coast to coast. Press invited to meet the actors on this "Teen-Radio" program. Contact: Betty Green, Fashion Editor of "Calling All Girls" Magazine, 52 Vanderbilt Ave., NYC., CA. 5-6810.	"CALLING ALL GIRLS" CLUB OF THE AIR	PENNSYLVANIA HOTEL GEORGIAN ROOM
Friday Sept. 8 4:30 P.M.- 6:30 P.M.	HOUSE WARMING FOR PERFUMES The perfumes, "Follow Me" and "Nonchalant" are being given a house warming in their new setting. Mr. Mosheim will be host. Press by invitation. Publicity: Alice Thompson, MU. 2-5680.	VARVA	EMPIRE STATE BLDG. SUITE 5105
Friday Sept. 8	EXHIBIT OF MEXICAN PRINTS Exhibit contains more than 600 prints, blocks and photographic enlargements of the artist's works which reflect a new social philosophy. Open to public and press. Contact: Brooklyn Museum, NE. 8-5000.	POSADA, MEXICAN ARTIST	BROOKLYN MUSEUM EASTERN PARKWAY
Saturday Sept. 9 11:00 A.M.	BACK-TO-SCHOOL FASHION SHOW A gay showing of fashions for girls going back to school. Teen-agers and Press invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NETARK	BASEMENT
Saturday Sept. 9	TRANSFER OF PHOTOGRAPHIC CENTER TO MAIN BUILDING The Museum photography collection is open to the public Saturdays 10 A.M.-6 P.M.; week days, by appointment only. The response to the photography center has encouraged its present move to the 4th floor of the museum's building. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Saturday Sept. 9	WEEKLY ENTERTAIN- MENT FOR CHILDREN Free variety entertainment offered on Saturdays at 10:45 and 11:30 A.M. and 12:15 P.M., to keep children amused while their parents shop. All children invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NETARK	4TH FLOOR
Week of Sept. 10	FALL STYLE SHOWINGS Dresses, coats, suits, sportswear, knitwear, wash apparel and blouses.	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS

WEEK BEGINNING MONDAY, SEPTEMBER 11, 1944

Monday Sept. 11- Sept. 13 1:00 P.M. Luncheon	NATIONAL RETAIL MILLINERY WEEK A series of luncheon fashion shows under the auspices of the Millinery Stabilization Commission will be held simultaneously with the appearance of the hats throughout the country. Sept. 11: Exhibitors: Peg Fischer, Erik Braagaard and Laddie Northridge. Sept. 12: Exhibitors: Hattie Carnegie, Walter Florell, Reine. Sept. 13: Exhibitors: Lilly Dache, John Frederics, Sally Victor. Contact: Terry Levy, CH. 4-6547.	MILLINERY STABILI- ZATION COMMISSION	PIERRE HOTEL
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 11 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON First Fall collection of completely ensembled fashions. Open to public. Press by invitation. Luncheon from \$1.85. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF GARDEN
Monday Sept. 11 2:30 P.M.	HOW TO DESIGN AND MAKE SLIP COVERS Miss Kay Hardy, author of the book, "Beauty Treatment", will reveal ingenious decorating ideas on how to refurnish for fall. Open to Press and Public. Publicity: Sue Raices, CH. 4-2000.	R.H. MACY & CO., INC.	DECORATIVE FABRIC ROOMS...7TH FLOOR
Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: FIRST FALL SHOE FASHIONS Trend-setting collection. Attendance by invitation. Publicity: Viola Shefer, PL. 3-2117.	DELMAN SHOE SALON	BERGDORF GOODMAN 754 FIFTH AVENUE
Monday Sept. 11 4:00 P.M.	COMPLETE COLLECTION OF CUSTOM-MADE CLOTHES Marjorie Castle, sophisticated and suave creator of clothes in the continental manner, is showing her first collection of custom-made originals. She carries on a tradition of fine fashions from previous London, Paris and New York associations. Press, strictly by invitation. Contact: Mrs. Marjorie Castle, PL. 9-4397.	MARJORIE CASTLE	SALON 15 EAST 53RD STREET
Monday Sept. 11	OPENING OF FALL DRESSMAKING COURSES The Clothing Dept. of the Traphagen School of Fashion opens for Fall on Mon., Sept. 11th, in both the Day and Evening School. Dressmaking, draping, and pattern-making are included in the course. Registrations accepted throughout Sept. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS A collection of suits, dinner gowns and daytime ensembles to be reviewed by invited Press. At 2:30 P.M. on same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wed., Sept. 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Tuesday Sept. 12 2:30 P.M.	OPEN HOUSE AT 2:30 P.M.	NATIONAL RAINWEAR MFRS. ASSOCIATION	NEW OFFICES 350 5TH AVENUE
Tuesday Sept. 12 3:00 P.M.	SPECIALTY SHOP FASHION SHOW New Fall clothes carefully selected from the Specialty Shop. Press by invitation. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	3RD FLOOR
Tuesday Sept. 12 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION Press, only by invitation or cards of admission. Publicity: Eleanor Lambert, PL. 5-8580.	MAINBOCHER	SALON 6 EAST 57TH STREET
Tuesday Sept. 12 3:45 P.M.	SCHOOL GIRL FASHIONS STRESS "YOUNG LADY" This school girl fashion show is staged annually by the Advance Pattern Co. and Macy's Fabric Center, for the sewing teachers of greater N. Y. This	R.H. MACY & CO., INC. AND ADVANCE PATTERN CO.	PLAZA HOTEL 5TH AVE. AT 59TH ST.

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

fall, the trend is to the "Young Lady" look; therefore, the clothes will illustrate this theme. About 800 sewing teachers are expected. Press invited. Contact: Dorothy De Groat, CH. 4-2000.

Tuesday Sept. 12 4:30 P.M.	PRESS PREVIEW: "READY- TO-BE-WORN" CLOTHES Jaeckel's newly-opened Ready-to-Wear Dept., presents a Fall sportswear collection at a cocktail party for the Press. Publ.: Viola Shefer, PL. 3-2117.	JAECKEL'S 8-10 EAST 57TH ST. 1ST FLOOR
Tuesday Sept. 12 8:00 P.M.	TELEVISED PREVIEW: FALL & WINTER FASHIONS A dramatized presentation including 15 latest creations shown by Powers models. Commentaries, Helen Lewis. Attendance, strictly by invitation. Publicity: Rutgers Neilson, CO. 5-6500.	FASHION FROCKS, INC., RKO TELEVISION CORP. STATION WABD 515 MADISON AVENUE
Wednesday Sept. 13 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM MILLINERY Under the direction of Gaston De Clairville, original hat designs by Tatiana du Plessix and Josephi will be shown. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE MILLINERY SALON 4TH FLOOR
Wednesday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW This fashion show will consist of costumes seen in the new Paramount movie "Frenchmen's Creek", together with Dorothy Gray's new "Frenchmen's Red" makeup inspired by this picture. Luncheon a la carte. Press by invitation. Open to public. Dorothy Gray Publicity: Helen Vogt, WI. 2-6109. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DOROTHY GRAY, LTD. WALDORF ASTORIA HOTEL
Wednesday Sept. 13 4:00 P.M.	PRESS PREVIEW: ADVANCE FALL MERCHANDISE A fashion show and cocktail party presenting a collection of original designs for Fall and early Winter in dressy afternoon fashions and street clothes; also, ready-to-wear fashions stressing "youth and vivacity". Attendance, strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	STEIN & BLAINE SALON 13-15 WEST 57TH ST.
Thursday Sept. 14 10:15 A.M. Breakfast	PRESS BREAKFAST FASHION SHOW Special breakfast showing of smart town clothes. Also college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA 650 FIFTH AVENUE 3RD FLOOR
Thursday Sept. 14 11:00 A.M., 12:00 P.M.	DEMONSTRATION OF PATTERN FITTING Miss Maillefert, Butterick stylist, will demonstrate the basic steps in pattern fitting: first in a series of sewing lectures and demonstrations which will later go on the road. Open to Press and public. Contact: Dorothy De Groat, CH. 4-2000.	R.H. MACY & CO., INC. AND BUTTERICK PATTERN CO. DRESSMAKING CENTER 5TH FLOOR
Thursday Sept. 14 12:30 P.M. Luncheon	FIRST FALL PUBLICITY MEETING Representatives of New York newspapers will be guests at the first meeting of the season of the Publicity Club. Open to members and friends. Luncheon \$1.50. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK BELMONT PLAZA HOTEL CASINO-IN-THE-AIR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 14 1:00 P.M. Luncheon	MINIATURE MYSTERY REVIEW OF WINTER FASHIONS Hosiery fashions in a review designed and directed by Lester Gaba for Gotham Hosiery. Press, by invitation. Publ.: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	PIERRE HOTEL GRAND BALLROOM
Thursday Sept. 14 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW TO BENEFIT CANTEENS A presentation of Autumn fashions from Bonwit Teller, Saks 5th Ave., Milgrim, and Hattie Carnegie, to benefit canteens maintained by the A.W.H.R.C. Leading off the style show, Mary Martin, as "Miss Fashion" will model a composite costume chosen from the collections of the exhibitors. Prizes to holders of lucky numbers. Reservations, Plaza or A.W.H.R.C., 640 Madison Ave. Publicity: Eleanor Lambert, PL. 5-8580.	AMERICAN WOMEN'S HOS- PITALS RESERVE CORPS	PLAZA HOTEL BALLROOM
Thursday Sept. 14 5:30 P.M.	FALL FASHION SHOW FOR MISSES An all-inclusive fall fashion presentation. Press and Public admitted by presenting card at door. Publicity: Miss Seebach, ST. 9-4700.	JOHN WANAMAKER	LIBERTY STREET SHOP 150 BROADWAY
Beginning Friday Sept. 15	TOUR OF "GALLERY OF DIAMONDS AND DOLLS" This exhibit of dolls and diamonds representative of bridal finery for the past two centuries goes on a country-wide tour of stores next week, illustrating jewelry, lingerie, period fashions, diamonds, etc. Mrs. Mary E. Lewis, president of the Nat'l Doll and Toy Collectors Club, will be present at a number of the showings. To book, contact: Dorothy Digman, CI. 6-0200.	N.W. AYER & SON AND ASSOCIATED JEWELERS	COAST TO COAST
Friday Sept. 15	SEMI-ANNUAL MARKET OPENING-COVERAGE Contact: Sam Cook Singer, WI. 7-2790.	OCTOBER ISSUE WOMEN'S REPORTER	350 5TH AVENUE
Saturday Sept. 16 11:00 A.M., 2:30 P.M.	PATTERN FASHION SHOW OF BACK-TO-SCHOOL STYLES A Simplicity Pattern's stylist will be on hand. Open to Press and public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND SIMPLICITY PATTERNS	FABRIC DEPARTMENT 2ND FLOOR
Sunday Sept. 17- Sept. 23	NATIONAL DOG WEEK In New York, there will be a two-hour program on the afternoon of Sept. 20th on behalf of National Dog Week in the lower plaza of Rockefeller Center. Chairman of the event is Constance Bennett, movie star, and celebrities of stage, opera and screen will appear with their dogs. There will also be a demonstration of dog work, including war-work and obedience.	NATIONAL DOG ASSN.	ALL OVER COUNTRY
Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION Exciting, original ensembles designed by Mme. Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL ROOF GARDEN
Monday Sept. 18 4:30 P.M.	PRESS PREVIEW: FALL FASHIONS Press strictly by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 18	STORE'S 107TH ANNI- VERSARY WINDOWS A series of window displays presenting Presidential campaigns from 1837 (date of McCreery's debut)-1944. Particularly timely this election year, George Welles, McCreery's display head has used political posters and other campaign impedimenta for his effects. Publ.: Alice Hutton, WI. 7-7000.	JAMES MCCREERY & CO.	5 WEST 34TH STREET
Tuesday Sept. 19 10:30 A.M. Breakfast	"TEENTIMERS" BREAK- FAST FASHION SHOW Press preview of winning "Teentimers'" designs. The 4 winning costumes, selected after a nationwide contest, will be displayed under Bloomingdale's auspices. Press invited. Bloomingdale Publicity: Karen Hollis, VO. 5-5900. Teentimer Publicity: Billie Gould, WI. 7-9715.	BLOOMINGDALE'S	ST. REGIS HOTEL PENTHOUSE
Tuesday Sept. 19 4:00 P.M.	OPENING OF NEW SHOP Cocktail party and fashion show of custom-order and ready-to-wear fashions. Attendance, strictly by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Tuesday Sept. 19 4:00 P.M.- 7:00 P.M.	PRESS OPENING: NEW MAKEUP STUDIO Eddie Senz, makeup artist for 4 major theatrical studios, will introduce "make-up faces", a new theory in makeup. Also "face-spacing" showing the importance of colors and new "hair-dos". Press by invitation. Publicity: A. Gail, CI. 6-3795.	EDDIE SENZ	STUDIO 48 EAST 52ND STREET
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new addition to the curriculum. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE NEW YORK
Wednesday Sept. 20 1:00 P.M.	FALL FASHIONS AT LUNCHEON SHOWING 1st public showing of Fall costumes. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Sept. 20 3:30 P.M.	PRESS PREVIEW: NEW FALL FASHIONS Choice collection of new Fall fashions. Press strictly by invitation. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	2ND FLOOR
Beginning Wednesday Sept. 20	OPENING OF FALL SEMESTER The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given eight weeks in practical work in department stores, with pay. For further information, contact: Leona Van Cott, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET NEW YORK
Wednesday Sept. 20- Nov. 19	EXHIBIT: SOVIET CHILDREN'S ART An exhibition arranged in collaboration with the Art Committee of the Nat'l Council of American-Soviet Friendship, Inc. Consists of 100 water-colors and drawings by Soviet children ranging between the ages of 6-15. Open to Press and Public. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 21 11:00 A.M.	FASHION SHOW AND NEW FLOOR OPENING Gala Fall fashion show celebrating opening of the newly redecorated and re- arranged fourth floor for fashions. Press and public invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	SUIT DEPARTMENT FOURTH FLOOR
Thursday Sept. 21 12:30 P.M.- 6:30 P.M.	HOME SEWING LESSONS Every 2 hours from 12:30 P.M. on, Macy's stylists will discuss Fall fash- ions from the point of view of fabric selection, sewing, and use of McCall Patterns. On Sept. 29th, there will be a similar lecture related to Butterick Styles and on Oct. 5th, Advance Patterns will be linked to Macy's fabrics. Dressmakers, Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R.H. MACY & CO., INC.	DRESSMAKING CENTER 5TH FLOOR
Thursday Sept. 21 1:00 P.M. Luncheon	"FASHIONS IN FURS" The fur fashion season is launched with this luncheon event at the Plaza. Open to public. Press by invitation. Luncheon from \$2. Gunther Publ.: Grace Fitzwater, VO. 5-3440. Plaza Publ.: Alma Zaiss, PL. 3-1470.	GUNTHER (666 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Thursday Sept. 21 3:00 P.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS FOR FALL A collection of exciting custom-order ensembles for day, sports and evening. Designed by Carrie Munn for her exclusive clientele. Press by invitation. Contact: Carrie Munn, EL. 5-0017.	CARRIE MUNN	SALON 640 MADISON AVENUE
Thursday Sept. 21- Sept. 23	2ND ANNUAL KINGS COUNTY FAIR A bigger and better fair than last year, with more sections, classes, etc. \$25 War Bond prizes for best entries in each of 6 sections. Cooperating with Abraham & Straus are seven prominent Gardening, Home Economics, and Furniture organizations. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
Saturday Sept. 22	NEWSSTAND DATE: CHARM'S HOME FURNISHINGS ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Monday Sept. 25	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING Contact: Louis Tabak, Chairman, Assoc. Apparel Mfrs., Los Angeles, Calif.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
Monday Sept. 25- Sept. 27 8:30 A.M.	GUEST STARS ON RADIO PROGRAM On Monday, Sept. 25th, Max Bachrach, furrier, will give valuable tips on selecting furs. On the following day, Dr. Kurt Wimmer, authority on per- fume, will explain how that product is made and identified. And on the 27th, Helene Garnell will be interviewed about her new book, "It's Fun to Make a Hat." Contact: Muriel Kayhill, CI. 7-5700.	NANCY CRAIG'S "WOMAN OF TOMORROW"	WJZ..780 ON THE DIAL
Monday Sept. 25 1:00 P.M. Luncheon	READY-TO-WEAR FALL FASHIONS Mrs. Pleasants Pennington presents her Fall collection of ready-to-wear fashions including daytime dresses, suits, and evening clothes. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mrs. Pennington, PL. 8-2460. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56 ST.)	ST. REGIS HOTEL ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 26 9:30 A.M. Breakfast	PRESS PREVIEW: FABRIC FASHIONS Catoir, specialists in yarn dyed fabrics for the past 55 years, present new achievements in synthetic fabrics. Paule Madoc of Catoir will announce these developments to members of the Fashion Press at Breakfast. By invitation. Publicity: Anna T. Moore, ST. 9-6000.	CATOIR SILK CO.	SALON 444 MADISON AVENUE
Tuesday Sept. 26 4:00 P.M.	PRESS OPENING OF NEW CHILDREN'S DEPARTMENT A Press cocktail party and Fashion Show of children's hand made dresses. Also, Jensen's famous silver jewelry. Attendance by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	GEORG JENSEN	667 5TH AVENUE 3RD FLOOR
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION 12 scholarships leading to the degree of Master of Retailing will be given to residents of N. Y., Westchester, N. J., and Nassau. Winners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: N. Y. U., School of Retailing, Washington Sq., N. Y.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION A fascinating collection of fur-fashions for Fall and Winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Sept. 27 3:30 P.M.	PRESS PREVIEW: MADE- TO-ORDER CLOTHES A presentation of 18 new Fall ensembles. Press, strictly by invitation. Contact: Zoé de Salle, PL. 3-0396.	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
Around October	FALL DEMONSTRATION OF ARALAC	ARALAC, INC. AND McCALL PATTERN CO.	STORE PIECE GOODS DEPARTMENTS
Sunday Oct. 1	INTRODUCING: "DEVASTAT- ING FASHIONS" A complete, coordinated promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, to be sold exclusively to one store in each city. The October fashion magazines will introduce "Devastating Fashions" in their advertising and editorial sections, together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1-VOGUE, HARPER'S BAZAAR, TOWN & COUNTRY
Sunday Oct. 1- Oct. 4	SPRING SHOWING OF SHOE MFRS. LINES More than 300 shoe mfrs. will show their lines in this 13th annual series of spring exhibits. Coast to coast shoe buyers expected to attend.	"THE VICTORY SHOW" EXHIBITORS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Monday Oct. 2 1:00 P.M. Luncheon	FALL & WINTER FASHION SHOWING OF NEW FURS Furs for daytime and evening, some of them original Harra designs. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Kay Merrill, VO. 6-3535. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	S. HARRA (17 W. 57TH ST.)	ST. REGIS HOTEL ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLINERY LUNCHEON The usual dramatic Walter Florell presentation at this first Fall hat showing. Press invited. Open to public. Luncheon a la carte. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53 ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON Presenting the second collection of new Fall fashions, including dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY LUNCHEON FASHION SHOWS Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series which will begin on October 4th. Sponsors of shows to be announced soon. To exhibit, contact: Viola Shefer, PL. 3-2117.	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
Wednesday Oct. 4- Dec. 12	NEW FASHION TRAINING COURSE The fifth annual course, called "Introduction to Careers in Fashion", sponsored by the Fashion Group, Inc., and presenting the "know how" and "how to" of fashion careers. It consists of ten two-hour sessions from 7:30-9:30 P.M. with three key speakers at each session. These include top ranking experts in every phase of fashion creation and merchandising, including selling, fabrics, public relations, advertising, radio, and publications. Tuition fee for the series is \$15, or \$2 for each individual lecture. Early registration is suggested because of limited lecture room space. For further information, contact: Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	THE BARBIZON LEXINGTON AT 63RD ST.
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION SHOW The very latest Fall Bridal fashions from the new Bridal Salon will be featured with diamond jewels by Cartier. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Saturday Oct. 7- Oct. 14 11:00 A.M.- 6:00 P.M.	6TH ANNUAL AMERICAN DOLL SHOW This exhibit includes rare, unique, colorful dolls, both antique and modern, from the private collections of doll collectors in all parts of the U.S.A. Press and public invited, free. Publicity: Helen Denson, LE. 2-3488.	AMERICAN HOBBY FEDERATION	HEARN DEPARTMENT STORE AUDITORIUM, 5TH FLOOR
Beginning Monday Oct. 9, Through November	SPRING SHOWINGS OF QUALITY LINES Sportswear Guild houses are holding their showings the week of October 9th. Coat and suit showings are in the week of October 16th, and better dresses are holding their openings the week of October 23rd. This means that out-of-town buyers will be swarming to New York from the 2nd week of October through to early November. This Fall's apparel openings are earlier than last year's in order to facilitate timely deliveries.	NEW YORK QUALITY MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Friday....PREMIERE: "THE SOUL OF A MONSTER" (Movie) RIALTO, 1481 BROADWAY
 Sept. 8 A Columbia mystery thriller starring Rose Hobart, George Macready, Jim Bannon, and others. Publicity: Hortense Schorr, BR. 9-7900.
- Sunday....OPENING: BALLET RUSSE DE MONTE CARLO CITY CENTER, 131 WEST 55TH STREET
 Sept. 10 A two week engagement of the Ballet returns to the City Center on Sept. 10, at popular prices. Publicity: Jean Dalrymple, MU. 5-3114.
- Monday....OPENING: "DOWN TO MIAMI" AMBASSADOR THEATRE, 215 WEST 49TH ST.
 Sept. 11 A musical comedy directed by Edgar MacGregor, written by Conrad Westervelt. 8:40 P.M. Stage settings by Stewart Chaney. Publicity: Ben Friedman, WI. 7-6939.
- Tuesday....OPENING: "SKATING VANITIES" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Sept. 12 The third edition of the Roller Skating Vanities, starring Gloria Nord in a musical extravaganza on wheels, produced at a cost of \$250,000. Publicity: Ross Associates, BR. 9-5906.
- Tuesday....OPENING: "STAR TIME" MAJESTIC THEATRE, 245 WEST 44TH ST.
 Sept. 12 Paul Small's vaudeville-variety show starring Lou Holtz, Benny Fields, Tony 8:40 P.M. and Sally De Marco, the Berry Brothers, and other headliners. Publicity: Richard Maney, WI. 7-6939.
- Thursday....PREMIERE: "MAIZIE GOES TO RENO" (Movie) LOEV'S STATE, B'WAY AT 45TH STREET
 Sept. 14 An MGM comedy starring Ann Sothern and John Hodiak. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Tuesday....OPENING: "WHILE THE SUN SHINES" LYCEUM THEATRE, 149 WEST 45TH STREET
 Sept. 19 This is a social comedy directed by George S. Kaufman with Melville Cooper 8:40 P.M. and Ann Hilliard featured. Publicity: Nat Dorfman, ME. 3-0858.
- About.....OPENING: "MEN TO THE SEA" THEATRE TO BE DECIDED
 Sept. 25 A stirring drama about the Navy starring Jimmy Elliott, Diane DeBrett, and Frank Etherton. Directed by Eddie Dowling. Publicity: Bernard Simon, LO. 5-2641.
- About.....OPENING: "CHAMPAGNE FOR EVERYBODY" THEATRE TO BE DECIDED
 Sept. 25 A new comedy dealing with a manicurist and a Maharajah. Cast includes Will Geer, Steve Geray, Eddie Nugent, and Eva Condon. Publicity: Harry Davies, BR. 9-9074.
- Tuesday....OPENING: "OUR FANNY" THEATRE TO BE DECIDED
 Sept. 26 A farce by Harry Segall, produced by Robert Reud. Cast includes J. C. Nugent, 8:40 P.M. Marjorie Lord, John Archer, and others. Settings by Frederick Fox. Publicity: Richard Maney, WI. 7-6939.
- Wednesday....OPENING: "BLOOMER GIRL" BROADHURST THEATRE, 235 W. 44TH STREET
 Sept. 27 This is John C. Wilson's new musical with Celeste Holm in the leading role 8:40 P.M. and a distinguished musical cast, Music by Harold Arlen, lyrics by E. Y. Harburg. Choreographer, Agnes DeMille; settings, Lemuel Ayers, and costumes, Miles White. Publicity: Willard Keefe, CI. 7-5282.
- Monday....OPENING: "SOLDIER'S WIFE" THEATRE TO BE DECIDED
 Oct. 4 The new Rose Franken comedy produced by William Meloney. Cast includes 8:40 P.M. Martha Scott, Myron McCormick, Frieda Inescourt, Glenn Anders, and others. Clothes supervision, Bianca Stroeck. Publicity: Fred Spooner, CI. 6-5750.
- Sunday....4-WEEK SEASON, BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
 Oct. 8 Publicity: Gerald Goode, PL. 3-0820.
- Monday....1ST N.Y.C. SYMPHONY CONCERT CITY CENTER OF MUSIC & DRAMA 131 WEST 55TH ST.
 Oct. 9 Directed by Leopold Stokowski, the City Center concerts get under way for 8:30 P.M. the second season with a new series beginning Monday, October 9th and continuing through the fall. Consult your newspapers for day and time. These concerts will be given in a series on Monday afternoons and Tuesday evenings and are offered to the public at special subscription rates from \$9 for the series down to 90¢ per ticket. Publicity: Jean Dalrymple, MU. 5-3114.